

ORDER



Orders
Order / Rev: 704042
Alt Order #: 06260631
Product Desc: OBAMA FOR AMERICA
Estimate: 1536
Flight Dates: 09/04/12 - 10/01/12
Original Date / Rev: 09/23/12 / 09/23/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	59	\$278,700.00	\$236,895.00
10/01/12	10/01/12	5	\$4,700.00	\$3,995.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	59	\$278,700.00	\$236,895.00	0.00
October 2012	5	\$4,700.00	\$3,995.00	0.00
Totals	64	\$283,400.00	\$240,890.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	09/04/12	09/07/12	CBS This Morning CBS This Morning	CM	7-9a	- TWTF - -	:30	5	\$250.00	P-2	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	- TWTF - -		5			\$250.00			0.00			
2	WUSA	09/10/12	09/14/12	CBS This Morning CBS This Morning	CM	7-9a	M- WTF - -	:30	5	\$250.00	P-2	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	M- WTF - -		5			\$250.00			0.00			
3	WUSA	09/17/12	09/28/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF - -	:30	5	\$300.00	P-2	0.00	NM	10	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	MTWTF - -		5			\$300.00			0.00			
	Week:	09/24/12	09/30/12	MTWTF - -		5			\$300.00			0.00			
4	WUSA	10/01/12	10/01/12	CBS This Morning CBS This Morning	CM	7-9a	M- - - - -	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	M- - - - -		2			\$300.00			0.00			
5	WUSA	09/04/12	09/07/12	9 News @ 5p 9 News @ 5p	CM	5-6p	- TWTF - -	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	- TWTF - -		1			\$800.00			0.00			
6	WUSA	09/10/12	09/14/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M- WTF - -	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00

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Advertiser: Obama/D/President
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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WUSA	09/10/12	09/14/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M-WTF--	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-WTF--			2		\$800.00		0.00				
7	WUSA	09/17/12	09/28/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	2	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--			2		\$700.00		0.00				
Week:		09/24/12	09/30/12	MTWTF--			2		\$700.00		0.00				
8	WUSA	10/01/12	10/01/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$700.00		0.00				
9	WUSA	09/04/12	09/07/12	9 News @ 6p 9 News @ 6p	CM	6-630p	-TWTF--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-TWTF--			2		\$800.00		0.00				
10	WUSA	09/10/12	09/14/12	9 News @ 6p 9 News @ 6p	CM	6-630p	M-WTF--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-WTF--			1		\$800.00		0.00				
11	WUSA	09/17/12	09/28/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	2	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--			2		\$900.00		0.00				
Week:		09/24/12	09/30/12	MTWTF--			2		\$900.00		0.00				
12	WUSA	10/01/12	10/01/12	9 News @ 6p 9 News @ 6p	CM	6-630p	M-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$900.00		0.00				
13	WUSA	09/04/12	09/07/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-TWTF--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-TWTF--			1		\$2,000.00		0.00				
14	WUSA	09/12/12	09/14/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	--WTF--	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--WTF--			2		\$2,000.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WUSA	09/10/12-09/16/12		9 News @ 11p	M-Su 11-1135p		M-WThF----	:30		\$2,000.00		0.00	NM		
15	WUSA	09/17/12	09/28/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MTWTF--	:30	2	\$2,500.00	P-2	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTWTF--			2		\$2,500.00		0.00				
Week:		09/24/12	09/30/12	MTWTF--			2		\$2,500.00		0.00				
16	WUSA	10/01/12	10/01/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	M-----			1		\$2,500.00		0.00				
17	WUSA	09/04/12	09/04/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	1	\$11,000.00	P-1	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-T-----			1		\$11,000.00		0.00				
18	WUSA	09/11/12	09/11/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	1	\$11,000.00	P-1	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-T-----			1		\$11,000.00		0.00				

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
18	WUSA	09/11/12	09/11/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	1	\$11,000.00	P-1	0.00	NM	1	\$11,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 -T----- 1 \$11,000.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 2 WUSA 09/10/12-09/16/12 Tue Prime A 8-9P -T----- :30 \$11,000.00 0.00 NM See MG 18.3															
3 WUSA 09/13/12-09/13/12 Thu Prime A 8-9P ---Th----- :30 \$11,000.00 0.00 NM ⓘ MG for 18.2 09/11															
19	WUSA	09/18/12	09/18/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	1	\$20,000.00	P-1	0.00	NM	1	\$20,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -T----- 1 \$20,000.00 0.00															
20	WUSA	09/25/12	09/25/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	1	\$20,000.00	P-1	0.00	NM	1	\$20,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -T----- 1 \$20,000.00 0.00															
21	WUSA	09/04/12	09/04/12	Tue Prime C The Mentalist	CM	10-11p	-T-----	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -T----- 1 \$6,000.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WUSA 09/03/12-09/09/12 Tue Prime C 10-11p -T----- :30 \$6,000.00 0.00 NM See MG 21.2 [Program change-RNC airs 8/28-8/30 10-11p and DNC airs 9/4-9/6 10-11p. Use Prime Political Program]															
2 WUSA 09/04/12-09/05/12 Prime Political Program Tu-Th 10-11p -TW----- :30 \$6,000.00 0.00 NM ⓘ MG for 21.1 09/04															
22	WUSA	09/11/12	09/11/12	Tue Prime C CSI: Crime Scene Investigation	CM	10-11p	-T-----	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 -T----- 1 \$6,000.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 2 WUSA 09/10/12-09/16/12 Tue Prime C 10-11p -T----- :30 \$6,000.00 0.00 NM See MG 22.3 [Program change-The Mentalist 9/11 and NCIS: Los Angeles airs 9/18 10-11p. Use Tue Prime C]															
3 WUSA 09/12/12-09/12/12 Wed Prime C 10-11P --W----- :30 \$6,000.00 0.00 NM ⓘ MG for 22.2 09/11															
23	WUSA	09/18/12	09/18/12	Tue Prime C CSI: Crime Scene Investigation	CM	10-11p	-T-----	:30	1	\$9,000.00	P-1	0.00	NM	1	\$9,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -T----- 1 \$9,000.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 2 WUSA 09/17/12-09/23/12 Tue Prime C 10-11p -T----- :30 \$9,000.00 0.00 NM See MG 23.3 [Program change-The Mentalist 9/11 and NCIS: Los Angeles airs 9/18 10-11p. Use Tue Prime C]															
3 WUSA 09/18/12-09/18/12 Tue Prime C 10-11P -T----- :30 \$9,000.00 0.00 NM ⓘ See MG 23.4 [Program change- NCIS: Los Angeles (2hr) airs 9/18 9-11p. Use Tues Prime Other inv. code]															
4 WUSA 09/18/12-09/18/12 Tue Prime Other 9-10p (9:00 PM-10:00 I-T----- :30 \$9,000.00 0.00 NM ⓘ MG for 23.3 09/18															
24	WUSA	09/25/12	09/25/12	Tue Prime C Vegas	CM	10-11P	-T-----	:30	1	\$9,000.00	P-1	0.00	NM	1	\$9,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -T----- 1 \$9,000.00 0.00															
26	WUSA	09/15/12	09/15/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 -----S- 1 \$4,000.00 0.00															
27	WUSA	09/22/12	09/22/12		CM	10-11P	-----S-	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sat Prime C 48 Hours Mystery											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$4,000.00		0.00			
28	WUSA	09/29/12	09/29/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$4,000.00		0.00			
29	WUSA	09/09/12	09/09/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	2	\$14,000.00	P-1	0.00	NM	3	\$28,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					2	\$14,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WUSA	09/03/12-09/09/12		Sun Prime A		7-8P	-----Su	:30		\$14,000.00		0.00	NM		
See MG 29.3															
[NA]															
3	WUSA	09/16/12-09/16/12		Sun Prime A		7-8P	-----Su	:30		\$14,000.00		0.00	NM		
Ⓜ MG for 29.2 09/09															
Sports overrun															
4	WUSA	09/09/12-09/09/12		M-Su 4a-2a		M-Su 4a-2a	-----Su	:30		\$0.00		0.00	NM		
Ⓜ Bonus															
30	WUSA	09/16/12	09/16/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	1	\$14,000.00	P-1	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$14,000.00		0.00			
31	WUSA	09/23/12	09/23/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	1	\$25,000.00	P-2	0.00	NM	1	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$25,000.00		0.00			
32	WUSA	09/30/12	09/30/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	1	\$25,000.00	P-2	0.00	NM	1	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$25,000.00		0.00			
33	WUSA	09/23/12	09/23/12	Redskins Football Redskins Football	CM	Regular Season F	-----S	:30	2	\$25,000.00	P-3	0.00	NM	1	\$50,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					2	\$25,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WUSA	09/17/12-09/23/12		Redskins Football		Regular Season F	-----Su	:30		\$25,000.00		0.00	NM		
See MG 33.5															
4	WUSA	09/17/12-09/23/12		Redskins Football		Regular Season F	-----Su	:30		\$25,000.00		0.00	NM		
See MG 33.5															
5	WUSA	09/23/12-09/23/12		Redskins Football		Regular Season F	-----Su	:30		\$50,000.00		0.00	NM		
Ⓜ MG for 33.3,33.4															
													Totals	64	\$283,400.00